



RESOLUTION NO. 2026-069

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, AUTHORIZING CITY ADMINISTRATION TO APPROVE, EXECUTE, AND ADMINISTER THE CORPORATE LOYALTY AND EVENT INCENTIVE PROGRAM AGREEMENTS, AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Farmers Branch utilizes tourism-related incentive programs, including the Corporate Loyalty Program, to promote hotel usage, increase hotel occupancy tax revenue, and support economic development; and

WHEREAS, the Corporate Loyalty Program provides performance-based rebates tied directly to verified hotel room night production and hotel occupancy tax generation; and

WHEREAS, participating companies generate measurable economic impact through overnight stays, visitor spending, and support of local businesses; and

WHEREAS, administration of these agreements requires timely execution, monitoring, and modification to respond to market conditions and business opportunities; and

WHEREAS, requiring City Council approval for each individual agreement or modification may limit the City's ability to respond efficiently and competitively to tourism opportunities; and

WHEREAS, the City Council desires to authorize the City Manager, or designee, to approve, execute, and administer Corporate Loyalty and Event Incentive Program agreements in accordance with established program guidelines;

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, THAT:

SECTION 1. The City Manager, or designee, is hereby authorized to approve, execute, and administer Corporate Loyalty and Event Incentive Program agreements, including applications, rebates, and related program documents, in accordance with the City's adopted program guidelines.

SECTION 2. The City Manager, or designee, is further authorized to approve amendments, modifications, and extensions to such agreements, provided that such actions remain consistent with the intent and parameters of the program.

SECTION 3. All incentives provided under the program shall be performance-based, contingent upon verified hotel room night production and hotel occupancy tax generation, and subject to available funding.

SECTION 4. This Resolution shall become effective immediately from and after its passage.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, THIS 5TH DAY OF MAY, 2026.

ATTEST:

APPROVED:

Stacy Henderson, City Secretary

Terry Lynne, Mayor

APPROVED AS TO FORM:

David Berman, City Attorney
(DB 4.28.26)